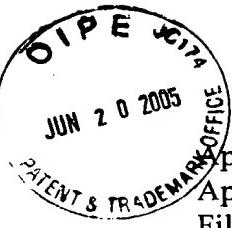


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



Application No. : 09/987,706 Confirmation No.: 7195
Applicant(s) : Dean Weldon BOYD *et al.*
Filed : November 15, 2001
Title : PROMOTION PRICING SYSTEM AND METHOD
TC/A.U. : 3625
Examiner : Nicholas D. Rosen

Docket No. : 82001-0317
Customer No. : 24633

Mail Stop Non-Fee Amendments

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

AMENDMENT

Sir:

In response to the Office action of January 18, 2005, please amend the above-identified application as follows:

Amendments to the Abstract begins on page 2 of this paper. A separate paper is attached replacing the originally-filed Abstract.

Amendments to the Specification begin on page 3 of this paper.

Amendments to the Drawings begin on page 6 of this paper and include both an attached replacement sheet and an annotated sheet showing changes.

Amendments to the Claims are reflected in the listing of claims which begins on page 7 of this paper.

Remarks/Arguments begin on page 13 of this paper.